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# SO THE PEOPLE MAY KNOW

## THE "IZE" HAVE IT!

John Wanamaker has more eyes than any other man I have met, but they may all be summed up in these, if the play of words is permitted: organize, systematize, specialize, deputize, supervise, humanize, personalize, individualize and advertise. —Joseph H. Appel, Mr. Wanamaker's director of publicity.

## BUSINESS AND THE CITY.

"The man behind the city is the man upon whose prosperity the city's prosperity depends—the composite merchant. The farmer can grow his crops, the manufacturer can make his merchandise, the miner can take out of the earth his mineral wealth, the fisher can take out of the sea its native product, but all this labor will bring money to sustain life and make comfortable the worker's home and family only as the merchant distributes these products to the people.

"Clog the outlet, curtail the retail business of a city, of a community, of the country at large, and there can be no prosperity.

"The whole world is an ever-refilling bottle that must pour its contents into people's homes through the neck of that bottle—the stores of the world. Put a cork into that bottle of perpetual wealth, and the bottle explodes, ruin comes, and the world is a long time putting together the pieces.

"This composite merchant, of course, includes everybody who aids in distribution. He includes the banker who supplies the capital. He includes the railroads who furnish the transportation. He includes the lawyer, and the physician, who give their counsel and skill, the teacher and the clergyman who add their mental and moral training; the publisher and advertiser, who make possible the multiple merchant.

"So that, however highly we value the farmer and the

miner and the factory worker, and however much we honor their honest toil and unselfish devotion to duty, we also must honor and give due regard to the merchant.

"The man who works is the man who should say what a city shall be and shall not be.

"Yet, strangely enough, our cities have been governed until recently by the man who does not work—the professional politician, the man who 'works' others to his own gain; the man who lives off others; a parasite on the social organism.

"Cities and states and even nations—especially our own nation—are demanding a business administration.

## A City "Sells" Like a Store

"What is meant by 'business administration'? Why, the administration of 'a business man.' And who is meant by a 'business man'? The merchant, of course.

"So the people, the workers of a community, everybody except the professional politicians, are calling upon the business men—the merchants—to enter politics, to take a hand in government, to administer the affairs of a city as they administer the affairs of their own business, their stores.

"A city is a store. A city has certain things to sell. It has sewers to sell. It has pure waters to sell. It has sewers and paved streets and good lighting to sell. It has its schools to sell, its courts, its fire protection. It has its franchises to sell, including transportation, gas and electric lighting. It has its playgrounds, its parks, its boulevards to sell. It has everything to sell that will add to the health, protection, comfort, convenience, ease, happiness, economy, efficiency of its citizens. And just as the city sells these things at fair prices and gives good quality for the prices (the taxes) will it hold its people and attract additional population, causing it to grow and prosper."—From Editor and Publisher.

## OMNIBUSES OF PARIS HELPED WIN BIG FIGHT

Quick Transportation of Troops to Aisne Instrumental in Initial German Check

Notwithstanding the large purchases and shipments of horses for use in the European war, motor trucks have been and are doing Trojan duty in the transportation of troops, supplies, munitions and wounded.

The manner and extent to which the motor truck, and particularly those of internal gear drive construction, have rendered unprecedented service under the most trying conditions and for the widest range of uses, makes interesting reading.

Not until the European war is over, in all probability will France be fully aware of the debt she owes to the Paris omnibuses.

Tricklings of news regarding the performance of these vehicles since the start of hostilities have reached this country from time to time, but the full story has just begun to unfold itself. For some months American manufacturers have endeavored to obtain a full history of these buses, but it is only recently that accurate information has been obtainable from dependable French engineers, among whom has been M. de Fremerville, chief engineer of Panhard & Levassor of Paris, who has sent to the Internal Gear Drive Association of Detroit a description of the work done.

Helped Win Aisne Fight. A great deal of praise has been given the taxicabs of Paris for their work at the beginning of the battle of the Aisne, when they transported the army of Paris to the front and landed it on the German flank. In reality it was the buses of Paris, 1000 of them, that did a major part of the work, running night and day to accomplish the task set for them.

At the first call to arms the Paris omnibuses were sent for. The call was made in the afternoon, and before morning a full thousand of them were gathered at the appointed rendezvous ready for army duty, supplies on board and drivers in their places. The troops transported, the buses began the work of carrying men, cannon, ammunition of all kinds and food supplies to the most advanced positions.

Some were fitted with special bodies for carrying troops, and it has been due largely to their quick work that the French generals have been able to reinforce threatened points in their lines at critical times.

A portion of the buses have been used for carrying meat to the firing lines. They have transported an average of 30,000 tons a month since the fighting lines became somewhat firmly established. In a word the buses have been one of the greatest factors in enabling the French war department to preserve the present battle front. Their work compares in excellence with the famous 75's of the artillery division, even if it is not so spectacular.

Have Gear Driven Axles. All of the Paris buses are equipped with internal gear driven axles and according to the information furnished by M. de Fremerville, have an average mileage of 54,900 miles a year. A driving pinion lasts for one year, and a crown gear approximately three years. This information should prove interesting to American truck manufacturers and users, as it is believed that the internal gear drive axle has reached a higher state of development in this country than abroad, mainly through the use of finer materials for gears and other important parts.

Notwithstanding the wonderful work done in actual warfare the Paris buses have not reached their limit of usefulness in doing the valiant military service they have been performed, for now they are being utilized to repel

## WOMAN'S HOME IS FACTORY FULL OF 'OLD MASTERS'

MUNICH, Germany.—A remarkable "old master" factory, containing dozens of excellent copies of paintings of famous artists, especially of popular German painters, has just been uncovered in a private house in the Nymphenburgerstrasse here.

A Swiss art lover, intent on purchasing a number of pictures, is responsible for exposing the fraud, which, however, was so good that he himself was nearly taken in.

The Swiss had advertised for paintings by German artists, and was approached by a Frau Lehmann, who conducted him to her home and displayed a great variety of Ebers, Lebachs, Dietz's, Defreggers and von Kellers, as well as works purporting to be by Otto Selts, Mathias Schmidt and others. Not one of the pictures but seemed genuine.

Before purchasing, the Swiss asked for advice at the Pinakothek and other galleries. He had no suspicions, but was merely cautious. Unable to secure any reliable information, he returned to the Nymphenburgerstrasse, where he noticed for the first time an apparently wonderful Defregger painting of a boy.

He offered to buy it on the spot, but Frau Lehmann declined to sell it, alleging that it was a painting of her son by the famous artist. The Swiss collector had reason to know that this could not be true, and notified the police. The latter raided the house and found a veritable storehouse of paintings, every one of them a fraud. Frau Lehmann, with her husband and son, fled in the meantime.

JAPAN RUSHING MUNITIONS TO BE SOLD TO RUSSIAN ARMY

TOKIO, Japan.—The British government has placed orders with the Kure naval arsenal and the Muroran steel works for the manufacture of 400 three-inch guns. The guns to be made are the 1908 type invented by the Japanese navy. Three hundred guns will be made at the Kure arsenal and 100 at the Muroran steel works. All accessories will be manufactured by the Kobe steel works. A formal contract will be signed in a few days. It is understood that the guns are for the British navy.

The Kawasaki Dockyard company of Kobe has contracted for the manufacture of a large quantity of shells for the Russian army. The company has started the work of erecting a big melting furnace at its branch factory in Hyogo near Kobe.

An order for 10,000 tons of copper and 5000 tons of zinc has been recently placed with the Mitsui Bussan Kaisha by the Russian government.

It is understood that the company has accepted the order only for 5000 tons of copper. The annual yield of copper in Japan amounts to 60,000 tons, but it appears that the supply

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for several months ahead has been fully booked. On the other hand the turnout of zinc is estimated at 1600 tons. In ordinary times it would not be difficult to enter into a contract for the supply of 5000 tons, but leading refiners have orders placed up to April next. Besides, the military arsenals are also taking an enormous supply of the metal. The Russian zinc order will therefore not be met in this country.

Cars have been designed for an electric railroad in Ireland to be run by gasoline electric generators which they carry, or by the overhead trolley system.

John Brown Mayo, for many years a Chicago jeweler, and in his youth

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